



**COUNTY SWCD**

**2013 - 2017**

**BUSINESS PLAN**



# Conservation District Business Plan

## County Soil and Water Conservation District

*I find the great thing in this world is not so much where we stand as in what direction we are moving – Oliver Wendell Holmes Sr.*

**Who We Are:** A district constitutes a governmental subdivision of the state and a public body corporate and politic exercising public powers (IC 14-32-5).

**What We Do:** Provide the public information about soil, water and related natural resource conservation; identify and prioritize local soil and water resource concerns; and connect land users to sources of education, technical and financial assistance to implement conservation practices and technologies.

**Mission Statement:**

**Core Values:**

**Critical Natural Resource Issues:**

**Critical Geographic Areas of Concern (*attach maps if needed*):**

**Information About the County (*resources, landuse, population, etc*):**

**Our Key Partners and How They Assist:**

**Specific Five Year Goals for addressing the Resource Concerns**

***By December 31, 2017 we will accomplish the following:***

*(Develop goals based on SMART criteria: Specific, Measurable, Attainable, Realistic, Timely)*

*(Sample format:*

\_\_\_\_\_ to \_\_\_\_\_ from \_\_\_\_\_ .  
*action verb      who/what      measure (number, rate, percentage of change and baseline)      purpose*

*Example: Increase cover crops by 2500 acres over 2012's levels in an effort to improve soil health.)*

Critical Natural Resource Issue

- Goal(s)

Critical Natural Resource Issue

- Goal(s)

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Critical Natural Resource Issue

- Goal(s)

**Key Strategies**

Information/Education

- List action items

Marketing

- List action items

Technical Assistance

- List action items

Financial Assistance

- List action items

Partnership Collaboration

- List action items

Volunteers

- List action items

**Additional Staffing Needs:**

**Additional Equipment Needs:**

**Additional Funding Needs:**

**Desired Outcomes:**

*This business plan was completed by the County SWCD Supervisors with the assistance of SWCD staff and supporting conservation agency partners on December 17, 2012. It was updated December 3, 2013.*